<u>Objective: Tourism Special Revenue Forecast and Future Allocation Policies</u>

Identify potential factors influencing the five-year tourism special revenue forecast; what are the implications for future allocation of tourism special revenue and prioritization of tourism development program activities.

1. Initial identification of factors to consider in addressing plans such as market forces, travel and consumer trends, competition, community development/character, local issues and destination strengths/weaknesses.

2. Develop consensus on the direction (increases/decreases/flat) of bed tax revenue for the next five years.

3. Identify possible modifications, if any, to either current bed tax allocation policies or to program activities, and resultant impact on program activities and on bed tax cash flow.

4. Develop consensus on tourism program priorities and tactics, and provide direction to staff for the bed tax budget for the following program activities:

    - Destination Marketing – Experience Scottsdale
    - Visitor Related Research
    - Event Support Program
    - Tourism Related Capital Projects